

PROFESSIONAL CARDS

MAXWELL M. LONG
Osteopathic Physician
Suits 18 and 19, White Building
Phone 98

CITY AND COUNTY
ABSTRACT COMPANY
ABSTRACTS INSURANCE
Members Oregon Association
Title Man

A. S. LOWMAN
CHIROPRACTOR
Rooms 11 and 12
First National Bank Building
Klamath Falls, Ore.

Office and Residence, Phone 118
NW cor. 7th and Main
CLAYTON R. WHEELER
Physician and Surgeon
Osteopath
Specialty: Rheumatism
(Spinal Treatment)
Office hours: 9 to 11:30 a. m.; 2
to 5 p. m.; evenings, 7 to 9

THE KLAMATH FALLS
STREAM LAUNDRY
Guarantee first class work as
well as first class service.
If you have occasion to make
complaint and do not get im-
mediate attention, phone
D. B. CAMPBELL.

MRS. A. PETERSTEINER'S
CAFE
Not much coffee,
But plenty of hot.
For a two bit meal
It can't be beat.
120 Sixth Street

Wood! Wood!
14-inch Body Wood ...
14-inch Lath Wood ...
4-ft. Body Wood ...
4-ft. Lath Wood ...
Block Wood, stamped, 88 load
(Extra on hill)
Leave Orders at
Square Deal Store
Over Street and Main
P. C. CARLSON
Phone 125

WOOD
Block wood, load ... \$2.00
Block wood, double load ... \$4.00
16-inch Green Shab ... \$2.75
16-inch Dry Shab ... \$2.50
Dry Shab, 4-foot ... \$2.00
Buy your green shab early
KLAMATH FUEL CO.,
Office 505 Main, O. Peyton, Mgr.
Phone 127.

We operate a fine sanitary laun-
dry equipped with the best meth-
ods for washing and ironing
goods of all kinds. Experienced
workers and courteous delivery
also have made us successful.
SUPERIOR LAUNDRY
1815 Main Street
Phone 128

KLAMATH COUNTY
EMPLOYMENT OFFICE
We furnish all kinds of help at
short notice. If you want work
register at
MRS. A. PETERSTEINER
120 Sixth St. Phone 844

To boost Klamath county send
The Herald to your Eastern
friends.

For any itching skin trouble, pimples,
eczema, salt rheum, hives, itch, scald
head, herpes, scabies, Doan's Ointment
is highly recommended. 50c a
box at all stores.

The Evening Herald

W. O. SMITH, Editor
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KLAMATH FALLS, OREGON
MONDAY, AUGUST 3, 1914



AND STOP AT
KLAMATH FALLS

ADVERTISING AND SALES-
MANSHIP
(Copyright, 1912, by Geo. E.
Patterson)

A good salesman should know the
goods he has to sell, know the ob-
jections to them, and know how to
compare with competitive goods as
to quality and price. He must know
the most effective ways to present
the goods to the customer, and know
how to finally make the sale. Every
sale is the product of real salesman-
ship where the demand is not already
created.

But if a customer went into a
grocery store and said to a clerk,
"Give me a dollar's worth of sugar,"
the customer taking the sugar and
the clerk taking the dollar, the clerk
here manifested none of the qualities
of real salesmanship.

The real salesman is the one who
attracts the attention of the customer
to goods for sale, creates in the mind
of the customer an interest in the
goods, then creates in the customer a
desire to own the goods, and finally
creates in the customer a determina-
tion to have the goods—and a sale
results. That's salesmanship. Good
salesmen are trained salesmen filled
with enthusiasm. Every salesman
should be a student of human nature,
know the customer, know the cus-
tomer's needs, and be guided ac-
cordingly. It is never good salesman-
ship to sell a customer something he
does not want.

The trouble with business it is
overloaded with poor salesmanship.
Does someone say there is nothing
the matter with business? Let's see.
Isn't there something the matter with
business when Dun's and Bradstreet's
statistics show that 95 per cent of
the business men fail? It is very
evident that there is something the
matter with business. In 1907, 84
per cent of failures were among non-
advertising merchants.

Advertising, or salesmanship on
paper, is the most viciously abused
and neglected department in busi-
ness. There is too much poor ad-
vertising. Sales always follow good
advertising. Good advertising and
good salesmanship go hand in hand
and should be guided by the same
fundamental principles.

Advertised Letter List

The following unclaimed mail mat-
ter advertised on the 1st day of Aug-
ust, will be sent to the dead letter
office at Washington, D. C., on the
15th day of August, 1914:
Sunday, O. W.
Butler, Warren
Cummings, George
Clay, Harry
Ferry, James J.
Hanley, Mrs. Earl
Hatfield, T. A.
Hetherington, H. R.
House, Mrs. N. K.
Hill, Mrs. Roy
Lauer, Mrs. R. B.
Letta, D. S.
Messenger, The Editor
Martinez, Mrs. Geo.
Myers, Victor
Nienhueser, Johnnie
Smith, Merritt
Taylor, Mrs. T.
Wagner, Frank
A charge of 1c will be made on all
letters delivered from this list. In-
quiring for letters please say adver-
tised.

W. A. DELERLL, P. M.
Accurate information about the
Klamath Basin. See Chillicothe, 488
Main.
Sixty Dollar cut on Ford cars, ef-
fective August 1st.
Today's news today in The Herald.

Tennis Champions a Fast Team



Tennis experts believe that the
four Australian players who have
come to the United States to try to
win back the Davis cup will be the
strongest contenders the American
team will meet. The team is com-
posed of veterans, who have played
many times in international matches.

MANY AUTOS TO
KLAMATH SPRINGS

SEVERAL PARTIES JOURNEY TO
SNOVEL CREEK RESORT FOR A
SUNDAY OUTING AND RETURN
PLEASED

Klamath Hot Springs and Snovel
Creek, the summer resort on the
Klamath River just over the Cali-
fornia line, was visited by several
Klamath Falls parties Sunday. The
trip over Topsy grade furnished the
necessary thrills and the scenery en-
route charmed all.
Mr. and Mrs. Leslie Rogers had
as their guests Mrs. Will W. Baldwin,
Mrs. Clarence H. Underwood and An-
drew M. Collier. Charles J. Fergu-
son's new Ford car was in evidence,
too, with the late commander of
Company L at the wheel. Hugo
Loewe, Ralph Carter and Francis R.
Olds completed the crew.
Mr. and Mrs. Richard E. Smith and
Mr. and Mrs. John J. Parker made
the trip in the former's car. Another
party was composed of Miss Hazel
Barnes, Miss Pearl Wheeler, Dr.
Wheeler and Mr. Matthias.

WORLD'S FIRST CHURCH
PEACE CONFERENCE OPENS

United Press Service
CONSTANCE, Switzerland, Aug. 1.
—With scores of delegates from all
sections of the world present, the first
world peace church conference opened
here today.
At Liege, Belgium, a conference of
Catholics opened today with the same
objects in view, under the leadership
of Count Apponyi.
Only protestants attended the meet-
ings here.

WALTER JOHNSON IN BIG
LEAGUE SEVEN YEARS TODAY

United Press Service
WASHINGTON, D. C., Aug. 3.—
Seven years ago Walter Johnson, the
Senators' crack twirler, and premier
moundman of major leagues, started
his big league career here as a rookie.

Woman Leader Opens Campaign

United Press Service
NEW YORK, Aug. 3.—Mrs. Carrie
Chapman Catt, chairman of the Em-
pire State campaign committee of
equal suffragists, recently returned
from abroad, today opened the New
York women's campaign to enforce
recognition at the republican and
democratic conventions at Saratoga.
One of the plans being worked out
today is to find one woman for every
man who attends these conventions.
These women will interview each dele-
gate and learn exactly how he stands
on the question of equal suffrage.
The women will actively campaign
in the interests of all those who are
favorable to the cause.

New England Milk Hearings On
BOSTON, Aug. 3.—Hearings on the
production, transportation and sale of
milk in New England states opened
today.

The findings will be published in
the interests of better milk through-
out this section.

Quarantine Made
on Maine Spuds

United Press Service
WASHINGTON, D. C., Aug. 3.—
New regulations of the department of
agriculture regulating the shipment
of potatoes from Maine, which the
presence of "powdery scab" in po-
tatoes of that state necessitated, went
into effect today.

The quarantine regulations are es-
pecially strict regarding seed stock to
prevent the spread of the potato scab
disease in other states.

Printers Play Ball Today

United Press Service
CINCINNATI, O., Aug. 3.—The
seventh annual tournament of the
Union Printers National Baseball
League was opened here today with
teams participating from nearly ev-
ery large city in the country.

The final games will be played Aug-
ust 7th. Other athletic events were
on today's program.

Hike Road Race On

United Press Service
DENVER, Aug. 3.—More than 125
cyclists competed today in the second
annual Apache handicap bicycle road
race conducted by the Denver News
and Times. The course is from Den-
ver to Littleton and return, a distance
of twenty miles. The time for the
course, established last year, is one
hour and thirteen minutes flat.

Colorado Day Today

United Press Service
DENVER, Aug. 3.—Thirty-eight
years ago today the state of Colorado
was born. This is Colorado Day
throughout the state and it is being
appropriately celebrated on a greater
scale than ever before.

Harry Ruffner, secretary of the
Sons of Colorado, and Governor Am-
mons have been in charge of the ar-
rangements here and the program in-
cludes a celebration at City Park.

The Sons presented to the city a
huge flag of the state, after which
a chorus rendered patriotic songs.
Governor Ammons was to be the prin-
cipal speaker here this afternoon.

Capital Geegaws Taxed

United Press Service
WASHINGTON, D. C., Aug. 3.—
For the first time since 1902, a new
law assessing taxes on jewelry and
"other articles of personal adorn-
ment" owned by residents of the
national capital went into effect to-
day.

Most criticism of the law came,
naturally, from wealthy society
women whose jewels are renowned
for their great value and beauty.

The biggest tax on any single
jewel, it was said, will be paid on the
notorious Hope Diamond, purchased
some time ago by Mrs. Edward B.
McLean, wife of the owner of a Wash-
ington newspaper, and daughter of
the late Thomas F. Walsh, Colorado
mining king.

Thousands of dollars additional
revenue are expected to result from
the law, the best part of it being, ac-
cording to the law's framers, the in-
creased revenue will come from the
pockets of those who can well afford
it and not from the Common People.

Herald's Classified Advs.

FOR SALE
PIANO FOR SALE—Nearly new Gil-
bert & Son's piano for sale at a
bargain. Address P. O. Box 798
1-6t

FOR RENT
FOR RENT—Two-room furnished
house on hill. Electric lights and
city water. Inquire W. O. Smith
Printing Co.

PASTURE FOR RENT—Ninety acres
excellent pasture enclosed by 54-
inch woven wire fence; running
water. Enquire of J. P. Rose, Cry-
stalline, Ore.

FOR RENT—Rooming house with
ten rooms, some for light house-
keeping, central location. Will rent
furnished or will sell furniture and
rent rooms. See Chillicothe, 625 Main
street.
3-3t

MISCELLANEOUS

NICE, COOL ROOMS, with hot and
cold water. The Claremont. 27-12t

OF INTEREST TO
WOMEN

BY MARGARET MASON
(Written for the United Press)

To put his arm about her waist,
He yearns, the ardent lover;
But just quite where her waist should
be
He really can't discover;
It has its ups and downs, you see,
And always under cover.

NEW YORK, Aug. 2.—In these
fashionable days of frank revelations
my lady's waist line seems to be about
the only part that is left to the im-
agination. With her bodice cut so
low and open to the elements and el-
ements and her sheer lace skirts
open to criticism, the waistline is
the only part kept within bounds.
Yet as a boundary it is as contested
a bit of topography as the River of
Doubt.

Here today and there tomorrow,
the waistline is wont to pursue its
free and untrammelled way any where
from the knee to the bustline. On
one hand we are assured that it is
to be done away with entirely like
other waste places of the earth and
then comes the portent for fall that
it will still be in our midst and all
squeezed up again to erstwhile
eighteen-inch proportions. Indeed,
it seems no idle threat that this
autumn the glass of fashion will be
the hourglass and that the feminine
figure will figure at the figure eight
once more.

It's the basque that is doing it, but
at the time of going to press the waist
line has resisted all pressure and is
yet guiltless of any convexity, basque
or no basque. In fact, quite the new-
est wrinkle is to have your basque
wrinkled as if over an entirely un-
corseted figure. In its most approved
form the basque of the moment is cut
in three or five pieces, buttoned with
very obvious buttons from the low
cut neck down to its finish which is
apt to be either at the hip line or
well down below it.

White taffeta is quite the smartest
fabric for the fashionable basque as
it is indeed for the entire approved
lingerie frock.
Time was when a lingerie frock

meant a washable dress of tub ma-
terial even as my lady's veritable lin-
gerie, but since those intimate gar-
ments are those days fashioned of
guaywillow taffeta it is only the
natural course of events that the
frocks deriving their qualities and
name therefrom should also be evol-
ved from the soft lengths of white
taffeta.

The skirts finishing these white taf-
feta basques frocks are full shirred
affairs either set on basque plain; or
with a hip sash of black velvet.
Black velvet pumps worn with the
sheerest of white silk stockings and
one of the new black velvet hats com-
pletes this costume which stamps you
as the last word in up to the minute
fashions.

Truly the fully shirred skirt is now
the correct thing and the tight af-
fair that has had you so long in its
grasp has been forced to relinquish
its strange hold even as an under-
skirt under the long Russian tunic.
This pretense of a tight underskirt
has been frankly discarded and the
long, full tunic, lengthened slightly,
has evolved into the entire and only
skirt, sufficient unto itself. Skirts
composed entirely of bouffant or
either lace or silk are very popular
with the basque waists and some dar-
ling designers are naturally showing
models of the bouffant skirts over
small hoops.

Pleated skirts are also right on the
job in the fullness thereof, especial-
ly on the dancing frocks. Fashioned
from the gossamer lightness of ma-
lines, lace chiffon, or net, these airy
accordian pleated white net bouffants
of course the basque is decolette and
a red, red rose is pinned to the left
shoulder. Worn with a high Span-
ish comb in the hair, this costume
leads one to expect its wearer to
break into a fandango a la Carmen
rather than a maxixe or hesitation
a la Mrs. Vernon Castle, John
Sawyer, Grace Walton, Mrs. Douglas
Crane or one of the other fifty-seven
varieties of rival modern Terpsichores.



FOR POTS and Pans
and Stubborn Dirt
and Grease
Swift's Pride
Washing Powder
It brightens the home,
Pleases the wife,
Tickles the kids,
Makes washing easy,
Disperses Monday,
Helps on Busy Tuesday,
Keeps up Wednesday,
Lightens work Thursday
Gains rest for Friday
Pleasures on Saturday
Van Riper Bros.

FRESH FISH
AND GAME

Make mighty fine eating
when in camp, but just
the same it's a mighty
good idea to be well sup-
plied with some of the
finest

DIAMOND BRAND
HAMS AND BACON

not only for an emer-
gency, but for a change
in the menu. You never
tasted better.

KLAMATH MEAT CO.
Main Street Phone 68

DON J. ZUMWALT, Pres. E. M. HUBB, Vice Pres. and Treas.
BERT E. WITHEROW, Secretary

Surveyors and Irrigation Engineers

Klamath County Abstract Co.
ABSTRACTING

MAPS, PLANS, BLUEPRINTS, Etc. KLAMATH FALLS, OREGON

There's Money for You



to draw upon in time of need
whenever you want it when
you have it safely invested in
the First Trust and Savings
Bank. You don't have to sacri-
fice it by selling property,
stocks, etc., on a pinch when
you want it. Ready cash that
draws 4 per cent interest is
yours, and is making money
while you sleep, when you have
an account in the First State
and Savings Bank.

FIRST STATE AND SAVINGS BANK
KLAMATH FALLS, OREGON